



NOV 7 2003

United States  
Department of  
Agriculture

Farm and Foreign  
Agricultural  
Services

Farm Service  
Agency

1400 Independence  
Avenue, SW  
Stop 0501  
Washington, DC  
20250-0539

Dear Farm Service Agency Stakeholders:

As Administrator of the Farm Service Agency (FSA), I am fully committed to FSA's vision statement of being a "customer driven agency with a diverse and multi-talented work force, dedicated to achieving an economically and environmentally sound future for American Agriculture."

Keeping with this vision, FSA is undertaking a major initiative to improve the delivery of products and services through improved business strategies and processes. The end result being better customer service and enhanced operational efficiency and effectiveness.

A critical component of this initiative is to obtain feedback from customers and stakeholders. This will be accomplished through a series of invitation only dialogue sessions to be held over the next several weeks and will focus on the following key questions:

- How FSA can better meet customer needs and improve performance?
- What strategies FSA should pursue and how program success should be measured?

During these sessions, you will be joined with other stakeholders drawn from Federal agencies, interest groups, State and local governments, and other entities with an interest and experience working with FSA. The format of the sessions will be conversational. The ultimate goal is not to produce any kind of consensus or policy statement, but to generate ideas for linking strategies that will assist FSA in achieving its goals and exploring ways to measure its progress. The Performance Institute, an organization that is well versed in strategic planning and management, will facilitate these sessions. I am extending you an invitation to attend the meeting that FSA will be organizing on December 9, 2003. Additional information, including the agenda and specific location, will be provided to you shortly.

It is my hope that you will accept this select invitation and participate in this unique session to generate ideas as the Agency enhances its performance management process.

Thank you for your time, consideration and continued interest in the work of the Agency.

Sincerely,

James R. Little  
Administrator